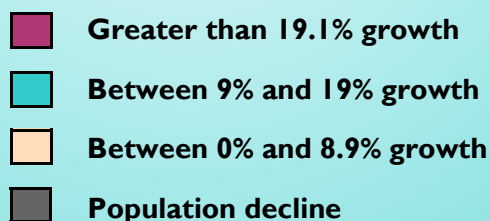
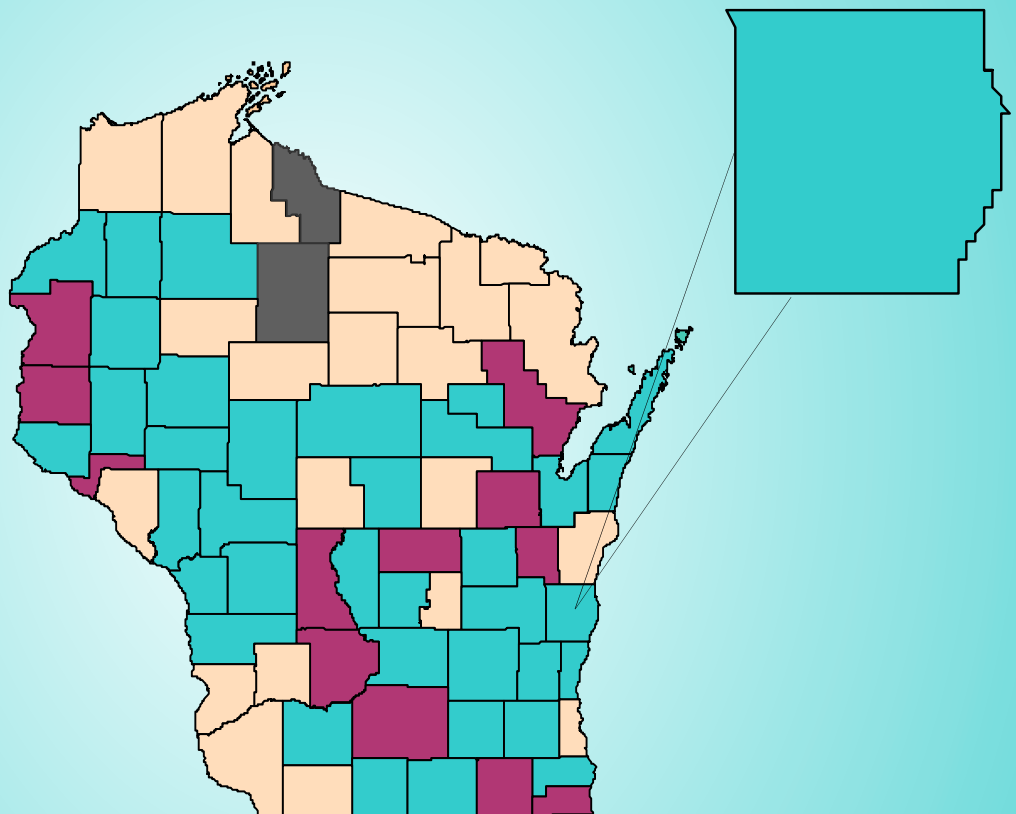


Sheboygan County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

During the previous decade (1990 to 2000), the growth rate in Sheboygan County was less than the rate of growth of either the United States or the State of Wisconsin. In that time frame, Sheboygan grew by 8.4 percent. This was 64 percent of the nation's growth rate, which had grown 13.1 percent. The county's growth rate looks more favorable when compared with the state which increased by 9.6 percent during the 1990s.

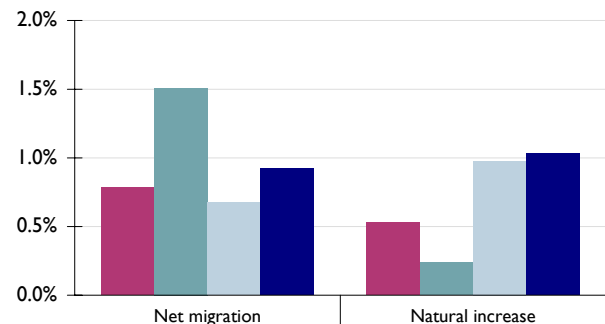
The comparatively slower growth rate has continued in the county in the two years that has elapsed since the census. The long term ramification of the slower growth rate may have an impact on the relocation of new businesses and expansion of business in the area. The slower growth rate combined with an aging population will mean fewer workers to fill job openings and may encourage businesses to look elsewhere when relocating or expanding. Had the population in the county grown at the same rate as the state, the county would have an additional 433 residents. Using the national growth rate of 2 percent, the county's population would have grown an additional 771 during the last two years.

What is happening in Sheboygan that the area has a slower population growth rate? Population growth comes from two sources. Net migration (in-movers minus leavers) and natural increase (births

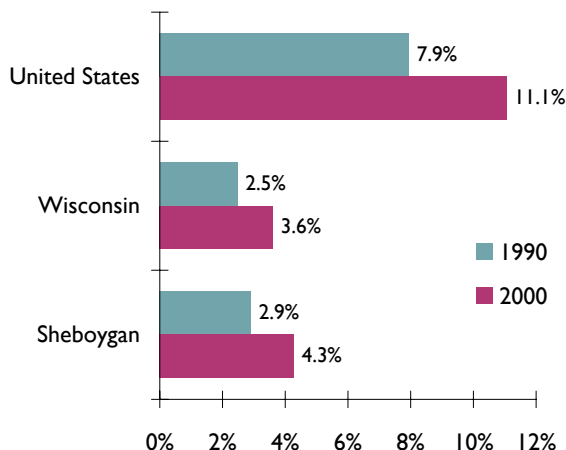
Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Sheboygan County	112,656	114,139	1.3%
Largest Municipalities			
Sheboygan, City	50,792	50,689	-0.2%
Plymouth, City	7,781	8,022	3.1%
Sheboygan Falls, City	6,772	6,888	1.7%
Sheboygan, Town	5,874	6,660	13.4%
Wilson, Town	3,227	3,305	2.4%
Plymouth, Town	3,115	3,172	1.8%
Lima, Town	2,948	2,970	0.7%
Howards Grove, Village	2,792	2,842	1.8%
Oostburg, Village	2,660	2,712	2.0%
Greenbush, Town	2,619	2,600	-0.7%

Net migration and natural increase



Share of Foreign-born Residents



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

minus deaths). The proportion of net-migration versus natural increase was very close to the state average. Growth in the county was 60 percent net migration to 40 percent natural increase. Wisconsin was 56 percent net migration to 46 percent natural increase. Growth in the other metropolitan areas came from 41 percent migration and 59 percent natural increase.

(Continued on page 2)

Sheboygan County Workforce Profile

Population Projections by Age Groups in Sheboygan County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	3,647	3,936	4,286	4,378	3,512	3,626	4,126	4,896	4,909	4,397	3,535	2,630	2,073	1,853	1,728	2,971
Female	3,566	3,945	4,141	3,932	2,913	3,187	3,737	4,432	4,668	4,106	3,418	2,679	2,239	1,936	2,077	5,167
2005																
Male	3,752	4,003	4,096	4,299	3,999	3,840	3,803	4,228	4,881	4,806	4,270	3,379	2,464	1,847	1,628	3,121
Female	3,597	3,919	4,112	3,973	3,413	3,442	3,343	3,834	4,459	4,605	4,014	3,280	2,553	2,096	1,827	5,187
2010																
Male	3,855	4,043	4,128	4,110	3,931	4,375	4,041	3,905	4,213	4,783	4,676	4,088	3,177	2,204	1,633	3,156
Female	3,698	3,886	4,048	3,939	3,443	3,974	3,617	3,435	3,858	4,394	4,497	3,848	3,125	2,388	1,979	4,964
2015																
Male	4,037	4,121	4,166	4,138	3,766	4,319	4,579	4,150	3,886	4,119	4,654	4,479	3,851	2,850	1,956	3,190
Female	3,876	3,966	4,013	3,875	3,411	4,017	4,144	3,715	3,457	3,800	4,290	4,311	3,668	2,925	2,259	4,933
2020																
Male	4,186	4,273	4,248	4,177	3,792	4,134	4,514	4,696	4,136	3,799	4,007	4,465	4,231	3,467	2,542	3,505
Female	4,013	4,120	4,096	3,842	3,356	3,993	4,184	4,245	3,741	3,407	3,712	4,116	4,115	3,441	2,776	5,211

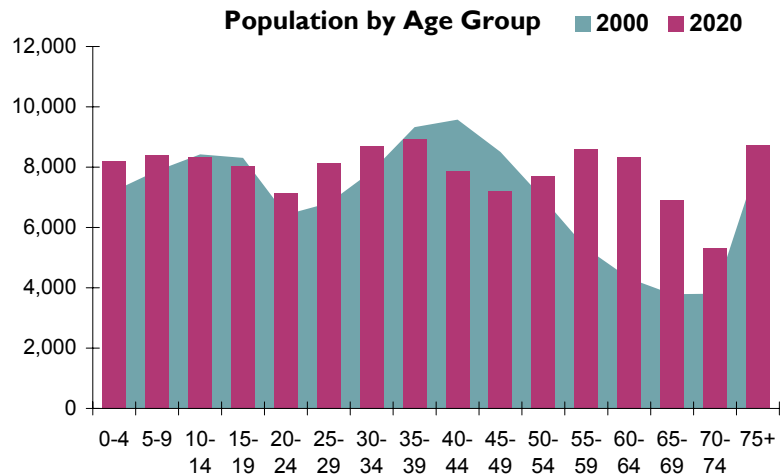
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

The relative age of the state and county populations put a large portion of the population past child bearing age compared with other areas of the country. Also the make up several of the area's ethnic groups tend to have smaller families.

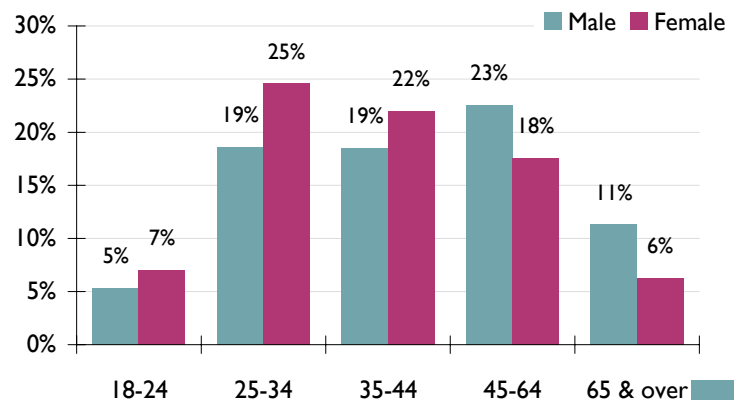
The county's largest municipality continued to experience a decline for the second year. The City of Sheboygan was down 103 residents compared to a decline of 39 residents last year.

Like much of Wisconsin, the county is aging. The workforce age of the community is moving towards retirement age without an equal number of a younger aged population to replace them. Had this chart above gone to 2025 instead of 2020, it would have shown that by that year there would be more individuals reaching the retirement age of 65 than the number coming into the labor force at age 18.

It is also interesting to note that in the population under 44 a higher percentage of females have a bachelors degree or higher than males. This is compatible with current national trends of college graduates. Approximately 65 percent of college graduates in the state and national are females.



Percent of age group with at least a Bachelor's degree in Sheboygan County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force of the county is a subset of its population. It is made up of residents that are of workforce age (16 years old and older) and either working or looking for work. The size and makeup of the labor force is like the tide on a large body of water. It changes from month to month as well as in a fairly predictable seasonal pattern.

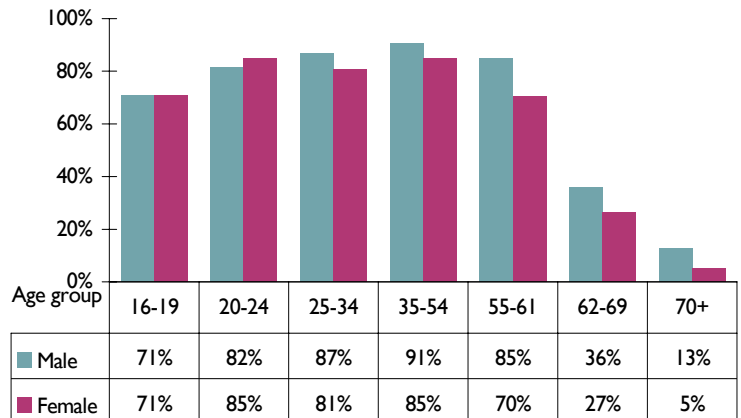
The participation rate is the percent of individuals of labor force age that are currently part of the area's labor force. The participation rate varies by age and gender. Generally participation in the labor force is higher for males and usually the highest participation occurs between the ages of 20 and 54. In Sheboygan County 74.4 percent of those of labor force age are in the labor force. This has remained fairly constant over the last decade. On a national basis, the participation rate is 66.9 percent. Wisconsin's participation rate was 73 percent. During the last decade, the participation rate for the state has been among the five highest state in the U.S. Sheboygan County has been utilizing a very high percentage of its available workers and probably does not have a large reserve remaining for continued employment expansion from its current population.

Sheboygan has followed national trends in the labor force participation rates of men and women. Since 1950, the female participation rate has increased dramatically, while the male participation rate has gradually declined. It is very possible that within the next ten years we will see the participation rate of men and women in Sheboygan County equal. The continued increase in the participation rate for females has slowed down the effects of the labor shortage experienced in the late 1990s, but as the participation of females reaches its maximum level, there will no longer be an additional local source to look for new workers.

During the next 20 years, the labor force will age, with a larger portion of workers nearing retirement. Unfortunately there does not seem to be as many young that will be entering the labor force as there will be workers retiring. This should begin

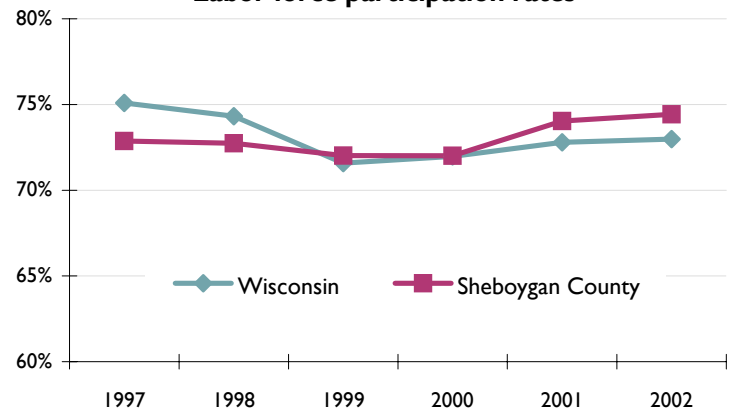
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Sheboygan Labor Force Participation by Age & Sex in 2000



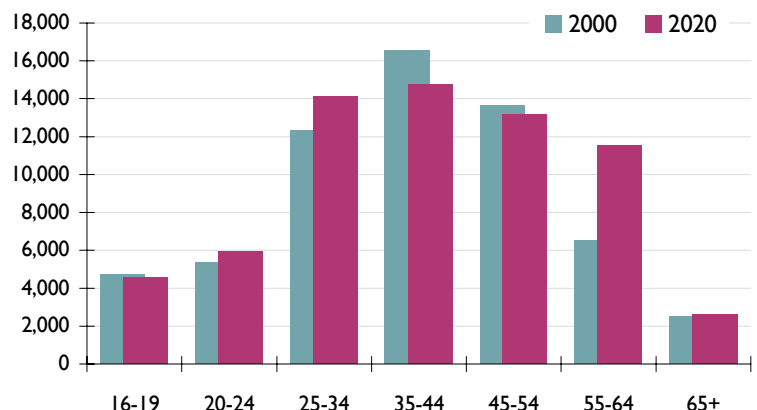
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Sheboygan County



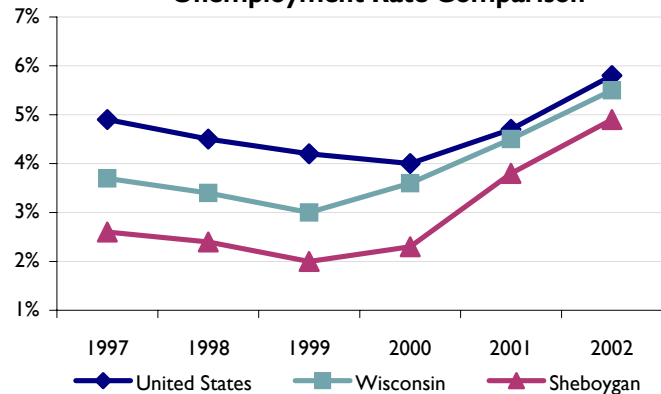
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Sheboygan County Workforce Profile

to impact the area's economy by 2020, when the number of the population reaching 65 will be equal to those turning age 18.

Like the State of Wisconsin, and the nation, the Sheboygan area has felt the effects of the recent recession that started in late 2000. While the unemployment rate has remained below the state and national levels, it has followed these two very closely. The manufacturing sector has been affected the most, which makes up nearly 40 percent of the county's employment base.

Unemployment Rate Comparison



Sheboygan County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	60,744	61,454	60,839	63,088	64,108	64,112
Employed	59,152	59,991	59,629	61,622	61,683	60,976
Unemployed	1,592	1,463	1,210	1,466	2,425	3,136
Unemployment Rate	2.6%	2.4%	2.0%	2.3%	3.8%	4.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are quite different in the wages and training requirements.

There are fewer opportunities for the fastest growing occupations, but they offer substantially higher wages in the area, and are very transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller number of positions, so small growth can be a large percent of the field, while the occupations with most openings already have a large number of jobs, so it is more difficult to obtain a high growth rate. Another difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings and openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrns Sysms Soft	Bachelor's degree	\$23.35
	Network Sysms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrns Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

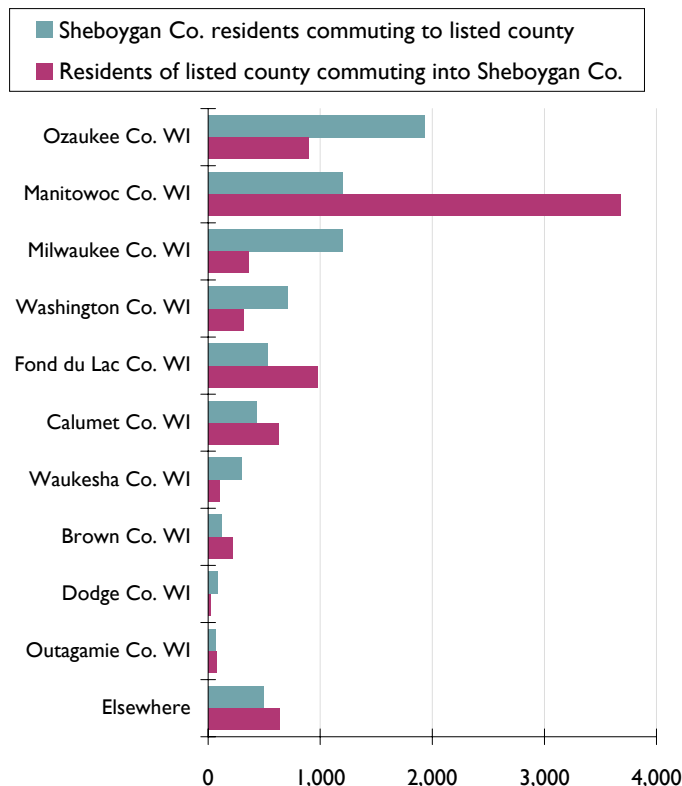
Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

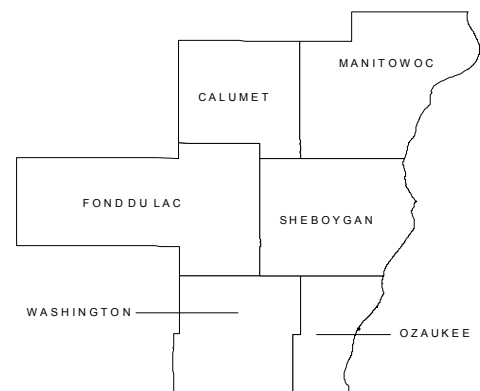
Commuting patterns are looked at during every census, and as would be expected there are changes that occur over the decade. However the changes often are minimal, since many of the patterns have existed for decades based on the area's economy.

In 2000 the average commuting time for a resident in Sheboygan County rose only a couple of minutes to 17 minutes each way to work. Also the percent of workers that leave the county increased by only 3.4 percent. Currently 87.9 percent of the workers in Sheboygan County go to jobs in the county. The remaining twelve percent leave the county for jobs elsewhere, with less than one percent working out of state.

The county is a net gainer of workers, with a gain of 862 workers coming from other counties. The largest number of workers come from nearby Manitowoc County. Nearly 3,700 workers commute from Manitowoc to Sheboygan County daily, while just under 1,200 commute the other way. Sheboygan county has the largest loss of workers with Ozaukee County. Just over 1,900 commute there daily, while about 900 come from Ozaukee to work in Sheboygan daily.



	Sheboygan Co. residents commuting to listed county	Residents of listed county commuting into Sheboygan Co.	Net gain or loss of workers
Ozaukee Co. WI	1,931	896	-1,035
Manitowoc Co. WI	1,199	3,676	2,477
Milwaukee Co. WI	1,198	365	-833
Washington Co. WI	705	315	-390
Fond du Lac Co. WI	530	980	450
Calumet Co. WI	433	632	199
Waukesha Co. WI	295	100	-195
Brown Co. WI	122	219	97
Dodge Co. WI	81	20	-61
Outagamie Co. WI	68	80	12
Elsewhere	500	641	141



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

Starting with January 2003 employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than output. If a manufacturer owned a store, it might be

included with manufacturing employment rather than retail trade.

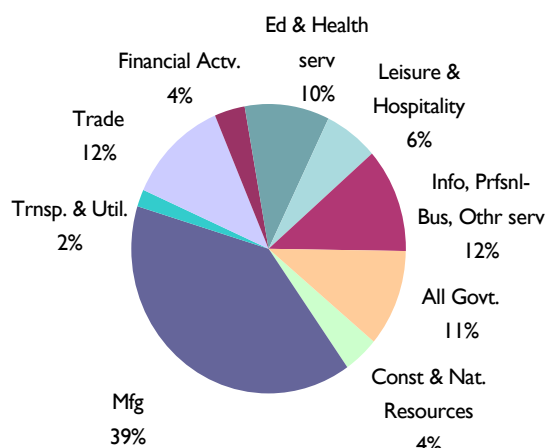
Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Currently less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. About 39 percent of the workers in Sheboygan County employed in the manufacturing sector, triple the national average.

Because of the change-over in the classification, there is not a direct crossover within an industry group to make a simple comparison with previous years data. The table below shows an approximation of how the different classification systems show the area. The new system places a stronger emphasis in the service sectors which have been growing faster than the goods producing sector during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and as project future change.

Of significance are the creation of specific sectors to provide information on the information industry and

(Continued on page 7)

Sheboygan County Industry Distribution: 2002



2002 Industry Employment in Sheboygan County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	2,600	4%	Construction & Mining	4%
Manufacturing	24,300	39%	Manufacturing	40%
Transportation, warehousing & utilities	1,200	2%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	7,200	12%	Wholesale trade	3%
			Retail trade	15%
Financial activities	2,200	4%	Finance, insurance & real estate	3%
Information, professional & business services, other services	7,200	12%	Services & misc (incl. agr, forestry, fishing)	21%
Education and health services	6,300	10%	Government	11%
Leisure & hospitality	3,900	6%		
Government	6,600	11%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Sheboygan County Workforce Profile

the leisure and hospitality industry which is very important to the Sheboygan area with the major events that it has hosted over the last several years plus the PGA Championship scheduled for 2004. The county ranked ninth in tourism in Wisconsin in 2002.

While tourism is important in the area, manufacturing is still the primary source of employment in the county. Four of the largest industry groups in the county are manufacturing. Also of the ten largest public and private employers in the county, four are from the manufacturing sector.

Top 10 Industry Groups in Sheboygan County

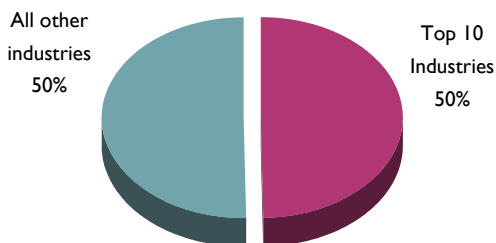
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Fabricated Metal Product Manufacturing	*	*	*
Educational Services	24	3,940	36
Plastics & Rubber Products Manufacturing	15	3,754	-214
Food Services and Drinking Places	173	2,997	43
Food Manufacturing	29	2,527	-135
Ambulatory Health Care Services	120	2,199	137
Nursing and Residential Care Facilities	29	1,877	-8
Primary Metal Manufacturing	8	1,712	-92
Specialty Trade Contractors	152	1,628	-58
Hospitals	*	*	*

*data suppressed to maintain confidentiality

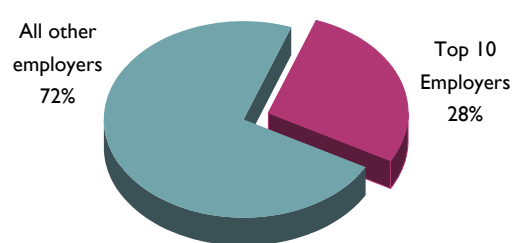
Top 10 Employers in Sheboygan County

Company	Product or Service	Size
Kohler Co.	Enameled iron and metal sanitary ware manufacturing	1000 +
Bemis Mfg. Co.	All other plastics product manufacturing	1000 +
Sheboygan Public School	Elementary & secondary schools	1000 +
County of Sheboygan	Executive & legislative offices, combined	1000 +
J L French Corp.	Aluminum die-casting foundries	1000 +
Aurora Health Care Central, Inc.	General medical & surgical hospitals	1000 +
Aurora Medical Group, Inc.	Offices of physicians (except mental health specialists)	500-999
Sargento Foods, Inc.	Cheese manufacturing	500-999
Schultz Savo Stores, Inc.	Supermarkets and other grocery (except convenience) stores	500-999
Acuity Insurance Co.	Direct property and casualty insurance carriers	500-999

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Sheboygan County Workforce Profile

Manufacturing not only employs the largest number of workers in the county, with 39 percent of the workers, it also has the highest average annual wage of all of the industry groups at \$38,911. This industry provides just under 50 percent of all of the wages in the county so what happens to employment in this sector has very real ramifications for most of the other industries in the county.

Wages for manufacturing were nearly one billion dollars in 2002. However since 2000 employment in this sector has declined, with a loss of over 1,700 between 2001 and 2002. Currently it is hard to tell if this decline has continued through 2003, as there have continued to be layoffs during the year, but also there have been some recalls at the same time. It is too early to see if these have

Average Annual Wage by Industry Division in 2002

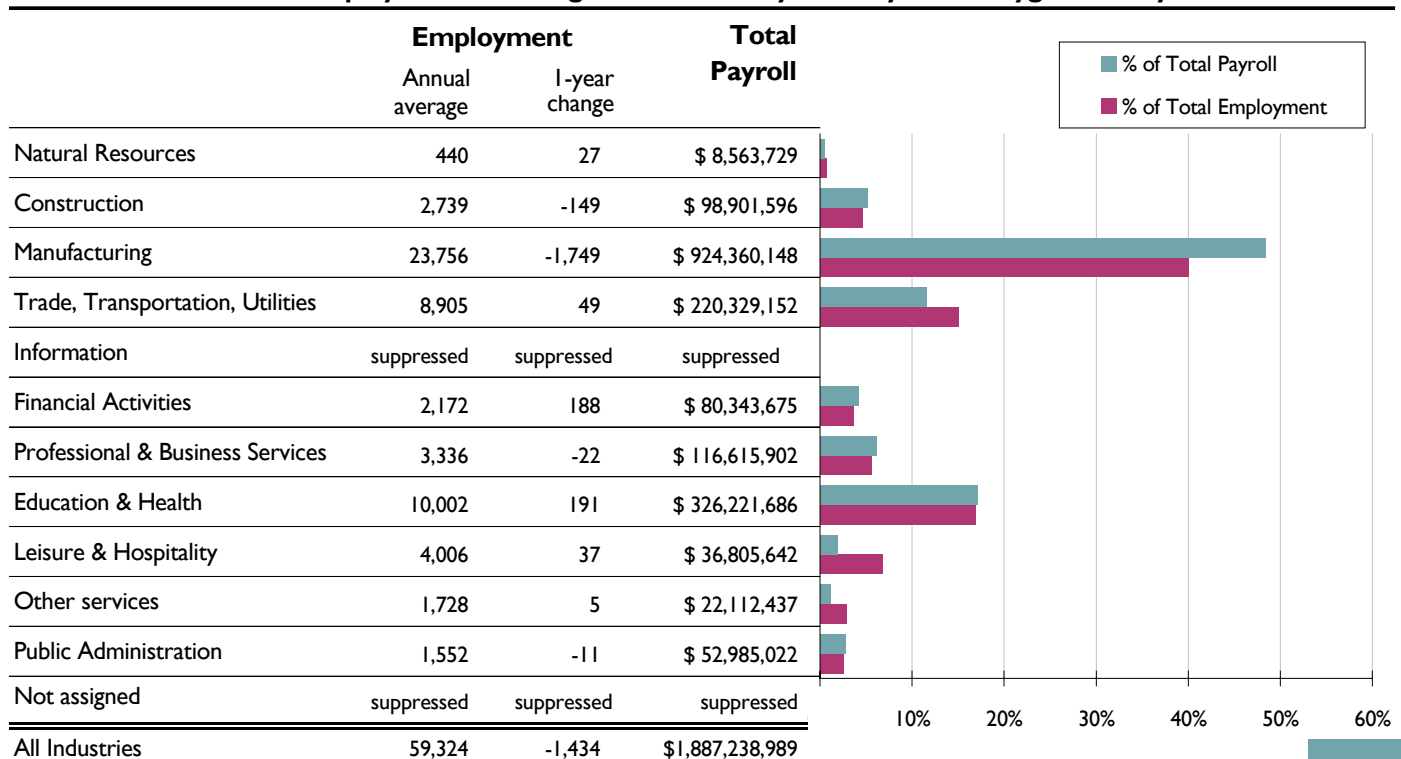
	Average Annual Wage		Percent of	I-year
	Wisconsin	Sheboygan County	Wisconsin	% change
All Industries	\$ 32,422	\$ 32,167	99%	4.3%
Natural resources	\$ 25,481	\$ 19,463	76%	4.1%
Construction	\$ 39,649	\$ 36,109	91%	-0.2%
Manufacturing	\$ 40,584	\$ 38,911	96%	6.4%
Trade, Transportation, Utilities	\$ 28,422	\$ 24,742	87%	3.0%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 36,991	92%	7.6%
Professional & Business Services	\$ 36,324	\$ 34,957	96%	1.5%
Education & Health	\$ 33,768	\$ 32,616	97%	5.9%
Leisure & Hospitality	\$ 11,837	\$ 9,188	78%	2.8%
Other services	\$ 19,500	\$ 12,797	66%	-1.6%
Public Administration	\$ 33,769	\$ 34,140	101%	3.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

been enough to offset the current year's layoffs.

Most of the wages by industry in the county exceed the state average. This is partly due to urban areas such as Sheboygan tend to have higher wages than rural areas which are part of the statewide average.

2002 Employment and Wage Distribution by Industry in Sheboygan County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

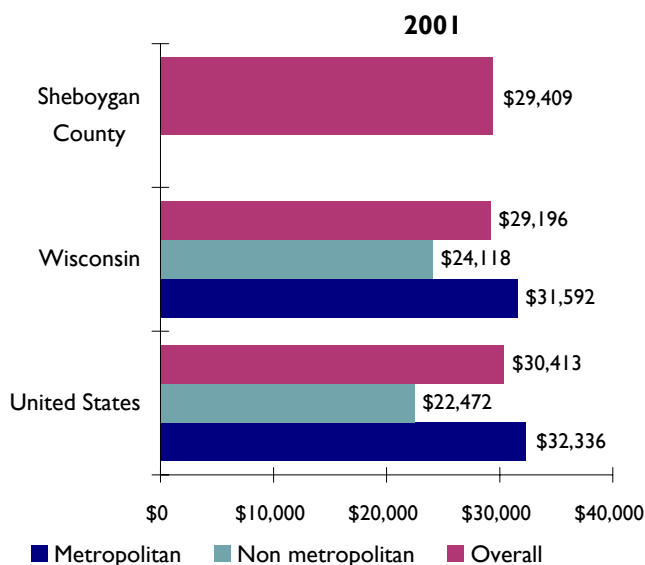
Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare, and pension payments) divided by mid-year total population estimates. The majority of PCPI in Sheboygan comes from net earnings (wages), with smaller percentages coming from dividends, interest payments, and transfer payments.

Per capita personal income in Sheboygan, at \$29,409 is below the national average by \$1,004. This is an improvement from last year, when the difference was \$1,191.

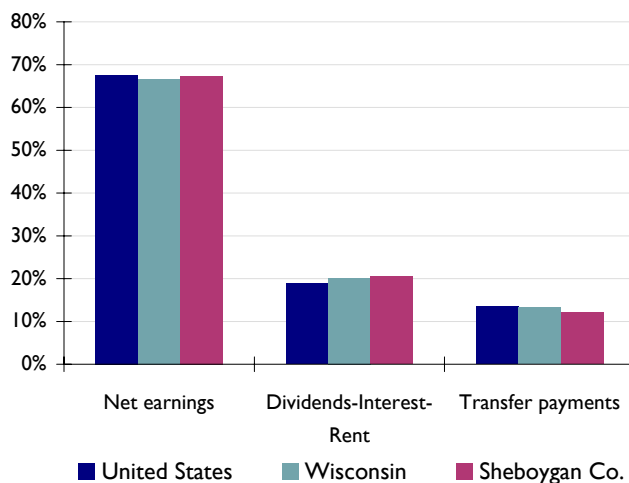
This reflects the higher growth rate of the PCPI over the year compared to the U. S. However, looking at the last five years, PCPI in the county lost ground to the nation increasing 24.7 percent compared to 25.3 with the state and nation.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Sheboygan County	\$23,589	\$24,131	\$25,852	\$27,052	\$28,486	\$29,409	3.2%	24.7%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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